

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W  
----- 097958

R 201550Z JAN 75  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6366  
AMEMBASSY VIENNA

UNCLAS MOSCOW 0822

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: INTERORGTEKHNIKA 75 (I-75)

USDOC FOR BEWT/THOMPSON 562 FROM BLOW  
VIENNA FOR EWTC/MWHELAN

REF: A) STATE 009027 B) MOSCOW 17819

1. VIEWS REGARDING SYSTEMS APPROACH REMAIN SAME AS THOSE  
STATED IN REFTEL (B). SOVIET MINISTRY FOR INSTRUMENT  
MAKING, AUTOMATION EQUIPMENT AND CONTROL SYSTEM (OFFICIAL  
SPONSOR FOR I-75) STRONGLY URGED THAT US PAVILION BE  
ORGANIZED ALONG SYSTEM LINES.

2. BOTH MRO JANKOWITZ AND USCOMOFF DDIR BLOW POINTED  
OUT PHYSICAL AND LEGAL DIFFICULTIES IN THIS TYPE OF  
PRESENTATON. SUBSEQUENT MEETING WITH APPROPRIATE FTO'S  
(SEE JANKOWITZ REPORT) INDICATED MIXED FEELINGS FROM  
BUYING ORGANIZATONS WITH REGARD TO THIS TYPE DISPLAY.

3. A POSSIBLE SOLUTION WOULD BE TO ARRANGE A  
CENTER PIECE DISPLAY BSED ON SYSTEMS APPROACH  
WITH TRADITIONAL INDIVIDUAL STANDS INDEPENDENT OF  
CENTER PIECE. JOE ADAMS (DESIGN DIRECTOR/OIM)  
MUST HAVE SEVERAL PREVIOUS DESIGN PLANS USING THIS  
APPROACH. DETAILS OF PARTICIPATION IN CENTER PIECE  
WOULD HAVE TO BE CAREFULLY WORKED OUT, BUT IT HAS  
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BEEN DONE IN PAST. CBEMA WOULD BE LOGICAL ORGANIZER,

BUT MRO HAD ADVISED THAT CBEMA WILL NOT SPONSOR THIS ARRANGEMENT. PERHAPS QUESTION SHOULD BE RAISED AGAIN WITH CBEMA AT HIGHER LEVEL.

4. AS ALTERNATE, SYSTEMS DISPLAY COULD BE DONE GRAPHICALLY. THE SAME WAY HEW PRESENTED AT HEALTH 74. DO WE HAVE LEGAL PROBLEMS COORDINATING PHOTOGRAPHS?

5. INCREMENTAL SPACE SHOULD BE HANDLED ON SQUARE FOOT OR SQUARE METER BASIS WITH MINIMUM BOOTH OF 12 SQUARE METERS. BASIC 3 X 4 METER RECTANGLE, WHILE CONVENIENT FOR USDOC, IS NOT ALWAYS CONVENIENT FOR PARTICIPATING FIRMS. WE SHOULD BE ABLE AT PRESENT TO ACCURATELY COMPUTE FIXED COSTS. WE NOW KNOW SPACE COSTS. CONSTRUCTION GRAPHIC, UTILITY, RETURN FREIGHT, AND MISCELLANEOUS COSTS CAN BE COMPILED TO SQUARE METER OR SQUARE FOOT.

6. EACH PARTICIPATION FEE WOULD COVER TOTAL COSTS ABOVE LISTED ITEMS. USDOC CONTRIBUTION WOULD COVER VARIABLES, I.E., PRINTING, INTERPRETERS, SIZE OF LOUNGE, ETC., WHICH ARE DIRECTLY PROPORTIONAL TO THE NUMBER OF EXHIBITORS WE HAVE AND NOT TO THE AMOUNT OF SPACE WE HAVE. THE VARIABLE COST OF 40 EXHIBITORS IN 2,000 SQUARE METERS WOULD BE EXACTLY AS FOR 40 EXHIBITORS IN 10,000 SQUARE METERS.

7. COMOFF BELIEVES IT WOULD BE UNWISE AIM FOR SPECIFIC NUMBER OF COMPANIES SINCE THIS COULD SERVE TO KEEP PARTICIPANTS BELOW REAL POSSIBILITIES. IN ADDITION, COMOFF BELIEVES WE SHOULD SEEK TO PROVIDE PARTICIPATING COMPANIES WITH ADEQUATE SPACE TO DISPLAY PRODUCTS WHICH HAVE MARKET POTENTIAL.

8. ONE POTENTIAL PARTICIPANT WHICH HAS COME ON SCENE IS GENERAL AUTOMATION. COMPANY REP (S.F. MELO FROM GENEVA) HAS BEEN IN MOSCOW THIS WEEK \$89,045 INCIPATION IN I-75 AND MELO INTENDS MAKE RECOMMENDATION TO THIS EFFECT TO COMPANY HEADQUARTERS UPON HIS RETURN TO GENEVA. SUGGEST BEWT CONTACT GENERAL AUTOMATION UNCLASSIFIED

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IN ANAHEIM TOWARD END OF WEEK OF JANUARY 20 WHEN MELO'S REPORT SHOULD HAVE BEEN RECEIVED.  
STOESSEL

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## Message Attributes

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**Channel Indicators:** n/a  
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**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
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